

Message Text

UNCLASSIFIED

PAGE 01 STATE 025029

17

ORIGIN COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM/BIC/OIM/HTNELSON/EH/238

APPROVED BY EB/CBA/OCA/REP/GPWILSON

COM/BIC/OIM/IWLLOYD/CMM/238

COM/OIC/OIM/CMSONNE/RMD/238

COM/OIM/PD/PC/CGENDREAU/216

COM/OIM/MRD/MBASSETT/216

STATE/EB/CBA/OCA/BR/HCCASTILOW

STATE/EA/ROC/KJWEAVER

----- 024269

R 041604Z FEB 75

FM SECSTATE WASHDC

TO AMEMBASSY TAIPEI

UNCLAS STATE 025029

E.O. 11652: N/A

TAGS: BEXP; TW

SUBJECT: MARKET RESEARCH - BID REQUEST INSTRUCTION:

MOTOR VEHICLE MAINTENANCE AND SERVICING

EQUIPMENT, TAIWAN

REFERENCE: STATE A-891, 2/27/72; STATE A-1716, 2/18/72;

STATE A-11780, 12/5/72

1. RESULTS OF PRELIMINARY ANALYSIS MOTOR VEHICLE
MAINTENANCE AND SERVICING EQUIPMENT THEME INDICATE INTEREST
ON PART OF U.S. INDUSTRY IN PROMOTIONAL ACTIVITIES IN
TAIWAN. ACCORDINGLY WE PROPOSE CONTRACT FOR MARKET
RESEARCH STUDY. IF RESEARCH INDICATES SUBSTANTIAL SALES
OPPORTUNITIES COMMERCE WILL CONSIDER SPONSORING PROMOTIONAL
EVENT ON THIS THEME IN DECEMBER 1975.

2. IN ORDER TO ALLOW SUFFICIENT LEAD TIME FOR PLANNING
PROCUREMENT AND PROMOTION OF EVENT BY TARGET DATE REQUEST
COMPLETED STUDY BY MAY 10, 1975. THIS CABLE PROVIDES
SPECIFIC PRODUCT INFORMATION AND POINTS OF SPECIAL INTEREST
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 025029

FOR USE IN CONJUNCTION WITH STANDARD MARKET RESEARCH BID

REQUEST PROCEDURES.

3. ACTION REQUESTED: POST IS REQUESTED TO SOLICIT BIDS FROM QUALIFIED FIRMS AND CABLE RESULTS IN ACCORDANCE SECTION 2A, A-1716.

4. IF CONTRACT TO BE AWARDED IN LOCAL CURRENCY, BID SOLICITATION SHOULD SO STATE AND REQUEST PROPOSALS BE SUBMITTED IN LOCAL CURRENCY. TELEGRAPHIC SUMMARY OF BIDS SHOULD STATE LOCAL CURRENCY PRICE AND U.S. DOLLAR EQUIVALENT AT EXCHANGE RATE POST PROPOSES BE USED FOR ISSUANCE BUDGET AUTHORIZATION, IN ADDITION TO OTHER ITEMS AND AWARD RECOMMENDATION REQUIRED IN BID SUMMARY CABLE.

5. SUPERVISION OF CONTRACTOR, EVALUATION OF STUDY AND TRANSMITTAL TO WASHINGTON SHOULD BE UNDERTAKEN PER SECTIONS 20, AND 2C, A-1716. PAYMENT TO BE EFFECTED IN ACCORDANCE A-891.

6. FOR PURPOSES THIS STUDY, TRADE LIST REQUIREMENTS SPECIFIED APPENDIX A OF STANDARD MARKET RESEARCH INSTRUCTIONS ARE MODIFIED TO REQUIRE SUBMISSION AS MAJOR PROSPECTIVE CUSTOMERS ONLY THOSE PRIVATE AND GOVERNMENTAL ORGANIZATIONS WHICH ARE MAJOR VEHICLE FLEET OPERATORS OR, WHICH WOULD MAINTAIN OR REPAIR LARGE NUMBERS OF VEHICLES. LIST OF PRINCIPAL POTENTIAL AGENTS AND DISTRIBUTORS SHOULD INCLUDE AGENTS, DISTRIBUTORS, IMPORT HOUSES, JOBBERS, MANUFACTURERS AND ASSEMBLERS WHICH IMPORT OR MAY IMPORT PRODUCTS RELEVANT TO THE STUDY.

7. PRODUCT CATEGORIES (1972 SIC BASIS)

3662671 ELECTRONIC AUTOMOTIVE EQUIPMENT
3465013 AUTOMOTIVE STAMPINGS
3534031 AUTOMOBILE LIFTS (ELEVATORS)
3694 AUTOMOBILE ELECTRIC EQUIPMENT
35494 AUTOMOTIVE MAINTENANCE EQUIPMENT,
INCLUDING DIAGNOSTIC EQUIPMENT
37141 MOTOR VEHICLE PARTS AND ACCESSORIES
35860 GASOLINE AND OIL MEASURING AND
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 025029

DISPENSING PUMPS

34296 AUTOMOTIVE HARDWARE
2851711 AUTOMOTIVE LACQUERS, INCLUDING ACRYLICS
29117 AUTOMOTIVE LUBRICANTS

8. POINTS OF SPECIAL INTEREST FOR THIS STUDY ARE:

A. EXTENT TO WHICH MOTOR VEHICLE MARKET IS

DOMINATED BY NON-U.S. SUPPLIERS. ARE U.S. PRODUCTS IN THE PARTS AND ACCESSORIES MARKET COMPATIBLE WITH THE MAJORITY OF VEHICLES EXISTING IN TAIWAN?

B. FOR PURPOSES OF THIS STUDY THE "END-USER" OF MAINTENANCE AND SERVICING EQUIPMENT WOULD BE DEFINED AS AN ENTERPRISE WHICH WOULD USE THE EQUIPMENT IN BUSINESS. THE NUMBER OF POTENTIAL END-USER CUSTOMERS WOULD INCLUDE SERVICE STATIONS, FLEET OPERATORS, REPAIR SHOPS, ETC. THE STUDY SHOULD CLEARLY IDENTIFY THE MARKET OPPORTUNITIES PROVIDED BY THESE END USERS.

C. ALTHOUGH MOTOR VEHICLE OWNERS ARE THE ULTIMATE CONSUMER OF AUTOMOTIVE PARTS AND ACCESSORIES, ONLY LIMITED DATA IS NECESSARY FOR THIS BUYERS UNIVERSE. THE NUMBER AND TYPE OF MOTOR VEHICLES EXISTING ON TAIWAN AND A PROJECTED RATE OF INCREASE FOR THE YEARS 1975 TO 1977, ALONG WITH ANY FORSEEABLE TREND TOWARD DIFFERENT MAKES OR MODELS WOULD SATISFY THIS REQUIREMENT.

9. FOR THIS STUDY, PROVISIONS OF SECTION H, A-11780, ARE MODIFIED AS FOLLOWS:

A. RESEARCH CONTRACTOR WILL PREPARE ALL TRADE LISTS,

B. POST NEED NOT PREPARE WTD REPORTS AGAINST ENTRIES IN CONTRACTOR PROVIDED TRADE LISTS.

10. TARGET DATES ARE:
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 STATE 025029

A. RECEIPT IN WASHINGTON OF TELEGRAPHIC BID SUMMARY: FEB. 17, 1975

B. AWARD OF CONTRACT: FEB. 24, 1975

C. COMPLETED STUDY RECEIVED IN WASHINGTON: MAY 10, 1975 KISSINGER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 04 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE025029
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/OIM/HTNELSON/EH/238
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750041-0615
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750273/aaaacnxu.tel
Line Count: 162
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE A-891, 75 2/27/72, 75 STATE A-1716, 75 2/18/72
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 16 APR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <16 APR 2003 by RuthemTJ>; APPROVED <16 JAN 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MARKET RESEARCH - BID REQUEST INSTRUCTION: MOTOR VEHICLE MAINTENANCE AND SERVICING
TAGS: BEXP, TW
To: TAIPEI
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006